

**From:** Elizabeth Bedard [ebedard@recyclingpartnership.org]  
**Sent:** 7/17/2019 9:01:04 PM  
**To:** Patrick Tallarico [ptallarico@enventiveinc.com]; 'Fryer, Chantal' [cfryer@sccommerce.com]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; aadler@isri.org  
**CC:** 'Doug Sarno' [sarno@theparticipationcompany.com]  
**Subject:** RE: Markets Workgroup Draft Agenda for Review

Hello All,

Thank you for including me on this week's call. It's exciting that recycling market development is being discussed as a result of last year's America Recycles Day event.

Given how massive an issue this is, would focusing on one or two high impact activities make sense? During the call two specific items were discussed that are perhaps doable and impactful. As follow up on those ideas, below are some ramblings on possible approaches?

**1. Encouraging/Promoting state recycling economic development activity**

- a. South Carolina's recycling economic development work is a success story
- b. Could a short overview of that success story be produced? Including:
  - i. How much it's cost and the source of funds?
  - ii. What has been done?
  - iii. What have been the results? The State's "Return on investment" (ROI)?
    1. Jobs, wages, taxes, etc.
  - iv. Recommendations to other states?
- c. Could this Recycling Development Success Story be nationally promoted to other states? Via:
  - i. Website
  - ii. Webinars
  - iii. Conference speaking
- d. Are ISRI recycling economic metrics broken down by state?
  - i. Would state specific metrics encourage others to develop state recycling economic development activities?

**2. Increasing use of recycled plastic resins**

- a. National Sword and a tsunami of virgin resins is about to hit the marketplace resulting in mixed plastics/olefins market development being needed
- b. How about an announcement/challenge by the Federal Government?
  - i. Announce a specific item containing recycled content the federal government has decided to purchase to exclaim the importance of "recycling demand pull" and a challenge to others – companies, states, cities, etc. - to follow their lead?
- c. An example of possible federal purchase - here is an email I received not too long ago...
  - i. *"My daughter's significant other is in the Navy. I asked him recently what they use every day that is made from plastic. His immediate answer was "Pelican Boxes". When I pressed him on other plastic applications..... Pelican Boxes was his best and only offering! He said **they use millions of them**. It turns out that Pelican Box is their general name for any plastic box used to store and ship gear. Pelican is a major, but not only, producer of these. Here are examples: <https://www.pelican.com/us/en/products/mobile-military-cases>. Most likely these are made by extrusion blow molding of HDPE; colors are black, shades of gray or drab green - all ideal for PCR use. These probably have some stringent drop impact and water tightness requirements so testing would be needed but including even a small amount of PCR in these boxes could have a HUGE recycling market impact."*

- d. Metrics/graphics could be created on jobs created, recycled plastic consumed, greenhouse gas emissions avoided, etc. to show the impact of the federal purchase.
- e. Perhaps support resources could be developed for other purchasing entities?
  - i. Importance of buying recycled, what to buy, where to buy it, etc.

My apologies if the suggestions above are not a fit. I only share them on the chance that it is of some use to the group.

Unfortunately I'm not available for tomorrow's call but am willing to be involved as my schedule and workload allows.

Best,

Liz

Elizabeth A. Bedard | SENIOR DIRECTOR OF INDUSTRY COLLABORATION

The Recycling Partnership

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We're All In On Recycling! ARE YOU?

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**From:** Patrick Tallarico <ptallarico@enventiveinc.com>

**Sent:** Tuesday, July 16, 2019 12:19 AM

**To:** 'Fryer, Chantal' <cfryer@sccommerce.com>; Dylan de Thomas <ddethomas@recyclingpartnership.org>; 'Suzanne Boxman' <boxman.suzanne@epa.gov>; 'Nathan Wittstruck' <Wittstruck.Nathan@epa.gov>; 'Ellen Meyer' <meyer.ellen@epa.gov>; 'Brandon Bray' <Bray.Brandon@epa.gov>; srobinson@wm.com; Elizabeth Bedard <ebedard@recyclingpartnership.org>; aadler@isri.org

**Cc:** 'Doug Sarno' <sarno@theparticipationcompany.com>

**Subject:** Markets Workgroup Draft Agenda for Review

**Importance:** High

Hello all,

Attached is a draft agenda for the call on the 18<sup>th</sup> based on our discussion today. I have incorporated into the agenda an updated version of the goal statement to reflect the addition of the reference to increasing net new demand. I also included a description of what I heard regarding the various potential actions. For each one, I also identified one or two discussion points. Let us know what you think and Doug or I will update the agenda and make sure it gets out to participants.

Also attached is a track changes version of the goal statement that was included in the leadership call agenda.

Pat

Patrick Tallarico, CPF, LEED AP (BD+C)

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**From:** Doug Sarno <sarno@theparticipationcompany.com>

**Sent:** Sunday, July 14, 2019 8:26 PM

**To:** Fryer, Chantal <cfryer@sccommerce.com>; Dylan de Thomas <ddethomas@recyclingpartnership.org>; Suzanne Boxman <boxman.suzanne@epa.gov>; Nathan Wittstruck <Wittstruck.Nathan@epa.gov>; Ellen Meyer

<meyer.ellen@epa.gov>; Brandon Bray <Bray.Brandon@epa.gov>; srobinson@wm.com; Elizabeth Bedard <ebedard@recyclingpartnership.org>; Patrick Tallarico <ptallarico@enventiveinc.com>

**Subject:** Markets Workgroup Steering Committee Call 7/15 at 1 PM Eastern

Hi all, in preparation for the call Monday at 1, please find a proposed agenda. I will be traveling Monday and try to be on the call as much as possible., Pat Tallarico will be on for the full call and facilitate.

thanks

Doug

Douglas J. Sarno, MCP3  
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